

Over-the-Air Household Participation Rates in Coupon Program by Designated Market Area (DMA) as of November 1, 2008

	Number of Over-the-Air Households with Approved Requests	Over-the-Air Household Participation Rate*
JUNEAU, AK	323	12%
GLENDIVE, MT	92	27%
EUREKA, CA	2,730	31%
ANCHORAGE, AK	8,928	31%
HONOLULU, HI	7,447	32%
FAIRBANKS, AK	4,014	34%
SEATTLE TACOMA, WA	72,485	35%
BUTTE BOZEMAN, MT	4,744	40%
GRAND JUNCTION MONTROSE, CO	4,255	41%
BILLINGS, MT	6,956	41%
MISSOULA, MT	8,613	42%
SAN DIEGO, CA	38,378	43%
BURLINGTON PLATTSBURGH, VT - NY	17,534	43%
SPOKANE, WA	28,160	43%
SALT LAKE CITY, UT	88,013	43%
GREAT FALLS, MT	4,071	43%
ODESSA MIDLAND, TX	5,226	43%
MANKATO, MN	2,930	45%
MONROE ELDORADO, LA - AR	10,462	45%
CASPER RIVERTON, WY	2,655	45%
LAFAYETTE, IN	3,200	45%
COLORADO SPRINGS PUEBLO, CO	26,817	46%
LAS VEGAS, NV	34,645	46%
YAKIMA PASCO RICHLAND KENNEWICK, WA	17,782	46%
CHARLOTTESVILLE, VA	5,389	46%
SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA	7,479	46%
MONTEREY SALINAS, CA	12,688	46%
HELENA, MT	2,567	48%

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SACRAMENTO STOCKTON MODESTO, CA	89,590	48%
HARTFORD NEW HAVEN, CT	28,732	48%
SAN ANGELO, TX	1,530	48%
CHICO REDDING, CA	16,523	48%
AMARILLO, TX	11,360	48%
IDAHO FALLS POCATELLO, ID	11,267	49%
BATON ROUGE, LA	12,116	49%
DENVER, CO	98,772	49%
ELMIRA, NY	3,533	49%
JOPLIN PITTSBURGH, MO - KS	17,278	49%
ALBUQUERQUE SANTA FE, NM	59,611	50%
TUCSON SIERRA VISTA, AZ	35,808	50%
CHAMPAIGN SPRINGFIELD DECATUR, IL	21,631	51%
TOPEKA, KS	11,166	51%
PHOENIX, AZ	127,518	51%
SHREVEPORT, LA	23,508	51%
ABILENE SWEETWATER, TX	6,739	52%
SPRINGFIELD HOLYOKE, MA	11,384	52%
BOISE, ID	37,476	52%
FARGO VALLEY CITY, ND	16,428	52%
BALTIMORE, MD	79,037	52%
WICHITA FALLS LAWTON, TX - OK	9,318	52%
YUMA EL CENTRO, CA	13,652	53%
MEDFORD KLAMATH FALLS, OR	9,834	53%
MINNEAPOLIS ST. PAUL, MN	204,862	53%
WICHITA HUTCHINSON, KS	31,442	54%
DALLAS FT. WORTH, TX	279,750	54%
BAKERSFIELD, CA	19,043	54%

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INDIANAPOLIS, IN	94,480	54%
BEND, OR	5,342	54%
HARRISONBURG, VA	4,699	55%
PORTLAND AUBURN, ME	28,939	55%
PORTLAND, OR	116,541	55%
TWIN FALLS, ID	5,607	55%
MINOT BISMARCK DICKINSON, ND	9,229	55%
NASHVILLE, TN	62,314	55%
JOHNSTOWN ALTOONA, PA	10,048	55%
ST. JOSEPH, MO	3,564	55%
PEORIA BLOOMINGTON, IL	17,757	55%
PROVIDENCE NEW BEDFORD, RI - MA	33,196	56%
TALLAHASSEE THOMASVILLE, FL	13,515	56%
EUGENE, OR	20,932	56%
TYLER LONGVIEW LUFKIN NACOGDOCHES, TX	17,591	56%
HOUSTON, TX	254,344	56%
CLEVELAND AKRON CANTON, OH	114,324	56%
CINCINNATI, OH	92,436	56%
LUBBOCK, TX	17,941	56%
RAPID CITY, SD	5,660	56%
ROCHESTER, NY	36,976	56%
LOS ANGELES, CA	554,004	56%
LITTLE ROCK PINE BLUFF, AR	37,900	57%
SYRACUSE, NY	25,180	57%
WASHINGTON, DC	112,849	57%
CHEYENNE SCOTTSBLUFF, WY - NE	2,933	57%
CORPUS CHRISTI, TX	12,594	57%
ROCKFORD, IL	14,121	58%

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PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL	30,793	58%
BLUEFIELD BECKLEY OAK HILL, WV	5,350	59%
NORTH PLATTE, NE	988	60%
SAN FRANCISCO OAKLAND SAN JOSE, CA	153,007	60%
HARLINGEN MCALLEN BROWNSVILLE, TX	72,039	60%
LINCOLN HASTINGS KEARNY, NE	21,039	61%
TOLEDO, OH	45,798	61%
MADISON, WI	44,257	61%
BEAUMONT PORT ARTHUR, TX	10,996	61%
ALPENA, MI	1,270	61%
ALBANY SCHENECTADY TROY, NY	30,915	61%
SAVANNAH, GA	13,968	62%
SIOUX CITY, IA	15,132	62%
EVANSVILLE, IN	21,376	62%
MEMPHIS, TN	57,267	62%
ST. LOUIS, MO	144,911	62%
LA CROSSE EAU CLAIRE, WI	22,277	62%
SIOUX FALLS MITCHELL, SD	18,136	62%
COLUMBUS, OH	70,608	62%
FRESNO VISALIA, CA	77,967	62%
RENO, NV	17,457	62%
YOUNGSTOWN, OH	23,369	63%
AUSTIN, TX	51,637	64%
ERIE, PA	16,498	64%
OTTUMWA KIRKSVILLE, IA - MO	4,661	64%
GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI	82,148	65%
ATLANTA, GA	109,800	65%

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TULSA, OK	55,743	65%
DAVENPORT ROCK ISLAND MOLINE, IA - IL	29,314	65%
ALBANY, GA	7,438	65%
DES MOINES AMES, IA	56,535	65%
HUNTSVILLE DECATUR FLORENCE, AL	22,983	65%
BANGOR, ME	17,185	65%
BIRMINGHAM ANNISTON TUSCALOOSA, AL	41,114	65%
KANSAS CITY, KS - MO	83,031	65%
LEXINGTON, KY	28,499	65%
JACKSONVILLE BRUNSWICK, FL - GA	41,889	66%
TAMPA ST. PETERSBURG SARASOTA, FL	100,369	66%
TERRE HAUTE, IN	13,245	66%
COLUMBIA JEFFERSON CITY, MO	19,295	66%
ROANOKE LYNCHBURG, VA	36,451	66%
DAYTON, OH	57,094	66%
GREENVILLE NEW BERN WASHINGTON, NC	24,352	66%
MARQUETTE, MI	5,179	66%
NORFOLK PORTSMOUTH NEWPORT NEWS, VA	42,606	66%
HARRISBURG LANCASTER LEBANON YORK, PA	41,944	67%
LANSING, MI	28,963	67%
WACO TEMPLE BRYAN, TX	26,068	67%
SPRINGFIELD, MO	59,062	67%
LOUISVILLE, KY	58,254	67%
LAKE CHARLES, LA	5,923	67%
MACON, GA	14,410	67%
MILWAUKEE, WI	127,193	68%
ROCHSTER MASON CITY AUSTIN, IA	14,407	68%
DULUTH SUPERIOR, MN	26,451	68%

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CHARLESTON, SC	23,559	68%
WILKES BARRE SCRANTON, PA	28,694	68%
JACKSON, MS	24,581	69%
COLUMBUS, GA	11,378	70%
KNOXVILLE, TN	40,506	70%
BOSTON MANCHESTER, MA - NH	86,286	70%
FT. WAYNE, IN	44,794	70%
PITTSBURGH, PA	67,015	70%
WEST PALM BEACH FT. PIERCE, FL	21,761	70%
PALM SPRINGS, CA	5,644	71%
CEDAR RAPIDS WATERLOO DUBUQUE, IA	36,607	71%
EL PASO, TX	63,004	72%
MIAMI FT. LAUDERDALE, FL	90,239	72%
CLARKSBURG WESTON, WV	4,612	72%
CHICAGO, IL	376,914	72%
FT. SMITH FAYETTEVILLE SPRINGDALE FAYETTEVILLE, AR	20,692	73%
TRAVERSE CITY CADILLAC, MI	29,447	73%
JACKSON, TN	6,611	73%
GREENSBORO HIGH POINT WINSTON SALEM, NC	54,367	73%
BUFFALO, NY	45,676	74%
SAN ANTONIO, TX	84,950	74%
COLUMBUS TUPELO WEST POINT, MS	16,542	74%
OKLAHOMA CITY, OK	77,308	74%
DETROIT, MI	162,946	74%
CHARLOTTE, NC	80,917	74%
BOWLING GREEN, KY	6,711	75%
RALEIGH DURHAM FAYETTEVILLE, NC	94,635	75%
GREEN BAY APPLETON, WI	72,701	75%

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DOTHAN, AL	5,619	75%
PANAMA CITY, FL	10,956	76%
LAFAYETTE, LA	14,725	77%
JONESBORO, AR	6,533	77%
WHEELING STEUBENVILLE, WV	8,376	77%
GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC	76,032	77%
MERIDIAN, MS	6,941	78%
FLINT SAGINAW BAY CITY, MI	52,925	78%
LAREDO, TX	11,859	78%
PARKERSBURG, WV	3,391	78%
SOUTH BEND ELKHART BENTON HARBOR, IN	59,405	79%
RICHMOND PETERSBURG, VA	41,623	79%
CHATTANOOGA, TN	27,564	79%
MOBILE PENSACOLA, AL - FL	39,267	80%
ALEXANDRIA, LA	5,034	80%
AUGUSTA, GA	22,154	81%
PHILADELPHIA, PA	178,179	81%
VICTORIA, TX	2,529	81%
GAINESVILLE, FL	8,509	82%
ORLANDO DAYTONA BEACH MELBOURNE, FL	80,736	83%
WATERTOWN, NY	6,923	83%
OMAHA, NE	38,054	83%
HATTIESBURG LAUREL, MS	10,295	83%
TRI CITIES, VA - TN	19,846	83%
NEW ORLEANS, LA	33,554	83%
BINGHAMTON, NY	8,912	84%
FT. MYERS NAPLES, FL	23,672	84%
LIMA, OH	4,598	84%

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SHERMAN ADA, TX - OK	14,711	85%
NEW YORK, NY	320,330	85%
UTICA, NY	6,964	86%
WAUSAU RHINELANDER, WI	29,920	87%
GREENWOOD GREENVILLE, MS	4,387	88%
ZANESVILLE, OH	2,181	89%
BILOXI GULFPORT, MS	8,742	92%
COLUMBIA, SC	46,189	92%
PRESQUE ISLE, ME	3,188	92%
MONTGOMERY SELMA, AL	17,953	93%
CHARLESTON HUNTINGTON, WV	29,504	97%
QUINCY HANNIBAL KEOKUK - MO - IA	15,363	102% [#]
MYRTLE BEACH FLORENCE, SC	32,523	112% [#]
SALISBURY, MD	11,860	136% [#]
WILMINGTON, NC	19,933	145% [#]

[#] Since the Program relies on self-certification to determine whether a participating household is over-the-air reliant, errors in consumers' response to the Agency's question on the application might lead to participation rates above 100%. It is also possible that the source data underestimates the number of over-the-air households in a given market.

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